

Market Research Abstracts

Volume 41 January-June 1984

Contents

Journal and sources consulted

Subject Index

Author Index

Section I Survey techniques Abstract Nos 4947-4979

Section II Statistics,models and forecasting
Abstract Nos 4980-4998

Section III Attitude and behaviour research
Abstract Nos 4999-5054

Section IV Psychographics,personality and social psychology
Abstract Nos 5055-5058

Section V Communications:advertising and media research
Abstract Nos 5059-5120

Section VI Applications of research Abstract Nos 5121-5140

Section VII Industrial market research No items 5141-5146

Section VIII Market Research and general applications
Abstract Nos 5147-5150

Section IX New product development Abstract Nos 5151-5152

The appropriate section number is given in the top left hand corner of each abstract, before the abstract number.